

Testimonial Guide

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(created for Carol Hampshire students and should not be redistributed)

One of the best ways to build trust with your audience is by showcasing your client results on your sales pages and website. Use this guide to get better testimonials and format them so they resonate with your readers.

Asking for Written and Video Testimonials

When requesting testimonials from past or current clients it's important to be very clear about what you'd like them to share with you. Most people are happy to share a written or video review but many people struggle to know what to say and have it done quickly. Make it easy for your clients by formatting your request for them and having them complete a short questionnaire.

The following are the core messages you should aim to include in a testimonial:

1. Tangible and intangible results of working with you (clients signed, weight loss, increased confidence, etc.)
2. Where the client was when they first started working with you.
3. Why they decided to invest
4. What they would tell someone considering investing in the same or similar program

Never assume people will know to include these core messages when writing a testimonial so instead it's important to ask them to share these things with you.

Email Request Example

Hey NAME,

[SPEAK TO SOMETHING PERSONAL, "HOPE YOUR LAUNCH WENT WELL, ETC].

I'm reaching out to you today to ask if you would be willing to provide me with feedback on my done-for-you copywriting package. **I would so appreciate a video testimonial and answer a few questions on a feedback form.**

Quick feedback form - shouldn't take longer than 5-10 minutes. [HYPERLINKED TO THE TYPEFORM/AIRTABLE FEEDBACK FORM]

When recording the video please hold the camera/phone horizontally and answer the following questions. The video doesn't need to be any longer than 3 minutes.

- Who you are and what you do
- A little about where you were before investing in done-for-you copy and where you're at now. *If possible share tangible results ie. XXX of money made, followers gained etc.*
- Why you invested in copywriting services with myself and what you would tell someone thinking about working with me.

Thanks so much. [CLOSE WITH SOMETHING PERSONAL] :)

Feedback Form Questions

1. First and last name
2. Email address
3. What program did you complete with Rickilee?

4. What specifically were you struggling with before working with Rickilee?
5. Why did you decide to work with Rickilee?
6. What results were you able to achieve? [clients signed? message clarified? life changes? Mindset? Revenue? # audience growth?]
7. What, if anything, would you have liked to see done differently? How can we improve?
8. Do we have your permission to use your words and photo as a testimonial in our marketing?
9. If yes, please upload a photo we can use in our marketing to display testimonials.
10. Anything else you'd like to share?

Formatting Testimonials

- When displaying the written or video testimonial always start with the result. So if it's a video, include a caption below that shares the result to encourage the reader to watch the video.
- If it's a written testimonial start with the result bolded and in different font, along with the testimonial below in normal font. A good length is 4-6 sentences.
- If possible, when displaying testimonials on a sales page, place ones that are relevant to the content being shared at that point in the sales page. For example, if you've just shared the price for the first time on the page you may want to put a testimonial that shares something about 'how worth the investment was or how "at first they were scared to spend that much money'.
- Always subtitle your IG story video testimonials so people can get the message without turning the sound on.
- Always include a photo and title of the person giving the testimonial.



Rickilee is a beautiful blend of copy, strategy, messaging and mindset.

She held space for me beautifully as I transitioned and embraced my new messaging after a major period of transformation in my life. I came away from the branding intensive with a clear feel for my new approach and message and feeling very confident about sharing my stories of healing, my corporate experience, mamahood and CEO life. I would highly recommend working with Rickilee.

HANNAH GORVIN, BUSINESS COACH



Highly recommend getting copy coaching from Rickilee.

We had Rickilee teach a guest workshop for our students and it absolutely blew them away. It blew us away. What our students gained through the experience was absolutely priceless. For days following the workshop, we received so many messages from students celebrating the new clients they signed on and the big wins they were having after sharing the content Rickilee supported them in creating.

— HALEY, ONYX BUSINESS ACADEMY